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Hocking, Wendy A - Washington, DC

From: Timmons, Laurie A -Washington, DC
Sent: Wednesday, September 14, 2011 1:38 PM
To: Powers, John W (Mike) - Providence, RI; Bessler, Nancy G - Bloomingdale, IL; Cavinder, Robert A - Columbus, OH; Edwards, Tammy T - Gaithersburg, MD; January Jr, Carl T - Dallas, TX; Persico, Debra A - Denver, CO; White, Patricia M - San Diego, CA
Cc: Owens, Sharon - Washington, DC; Haskins, Kathy D - Washington, DC; Hocking, Wendy A - Washington, DC; Frost, Anthony J - Washington, DC; Kennedy, Dale E - Washington, DC; Frantz, Charles M - Washington, DC; Judy, Debbie J - Washington, DC; Gonzalez, Ivonne - Washington, DC; LaChance, Susan M - Washington, DC; Mehra, Pritha N - Washington, DC
Subject: Network Optimization- Communicating with Mailers and the Mailing Industry
Importance: High
Attachments: 2011 September Industry Outreach Toolkit.zip

Area Marketing Managers:

I am forwarding you a message from Susan LaChance which was sent to your Area Vice Presidents.

Material is attached to support the customer interface and messaging regarding the Network Optimization - national AMP studies. Much of this was discussed in our previous telecom, with some changes as noted.

- Messaging (email) will go directly to the managed accounts via HQ BSN on Sept 15 after press conference. You will be copied. Reminder - you were asked to check contact information by 8:00 pm today est.
- Messaging (letter) will go directly to postalone permit holders via HQ BMEU - mailing will start on Sept 15.
- Messaging (email) will go to Industry Association leaders, MTAC, DMM Advisory, PCC Co-Chairs via HQ Customer Outreach Group on Sept 15.
- Signage is provided for you to have posted in all Business Mail Entry Units. (Your Action to disseminate and follow-up) Note that there is a up date and down date.
- Customer First will go live with "Network Optimization" choice as issue on Sept 15 - after press conference. (Your Action to communicate the expectation to your BSN Specialists and Consumer & Industry Contact Managers - screen shots will be sent to you after the Press Conference)
- Core language is provided for your use when addressing customer questions/inquiries. (Your Action to disseminate and follow-up after Sept 15 announcement)
- FAQs for Consumer & Industry Contact and BMEU - **internal use** are provided. (Your Action to disseminate after Sept 15 announcement and insure that the message for internal use only is communicated)
- Messaging will refer customers to a Web Site (activated after Press Conference) and you may want to communicate that Web Site location internally.
- Change - no survey option at this time.

There are multiple webinars being held today. You have been invited to a 3:00 webinar which MTAC leadership has been invited to. Please call my cell or Kathy Haskins (202-258-3220) if you have any questions.

We will participate on the Sept 23 AMM telecom and will solicit your feedback on customer response to this, additional needs if any, and National PCC Day.

Laurie A. Timmons

(A) Consumer Advocate
 & Mgr, Customer Relations
 United States Postal Service

12/23/2011

From: Ambrose, Linda J - Washington, DC **On Behalf Of** LaChance, Susan M - Washington, DC
Sent: Wednesday, September 14, 2011 12:52 PM
To: #HQ OFFICERS; #AREA VICE PRESIDENTS
Subject: Network Optimization- Communicating with Mailers and the Mailing Industry
Importance: High

With the announcement of the AMP Feasibility studies, and the supporting Media event, it is inevitable that our customers will have many questions. In an effort to support the needs of the mailing industry, as well as our customer facing employees, a Stakeholder Outreach Toolkit has been created.

Attached find content that has been created to advise mailers about the AMP Feasibility Studies and how they can obtain additional information, and/or provide comments and feedback. Additionally, you will find collateral material to support headquarters and field employees when receiving inquiries regarding the AMP study announcement.

The Stakeholder Outreach toolkit contains the following:

- 1) Sample of letter being mailed on 9/15 to all mailers who are Postalone/permit holders
- 2) Email Alert to Mailing Industry - Pre-September 15 Media Event
- 3) Email Alert to Mailing Industry – Post-September 15 Media Event
- 4) Core language for responding to Customer Inquiries and Call center Agent Scripting
- 5) Q&A for Business Mail Entry and Consumer & Industry Contact offices
- 6) BME signage

The materials in this toolkit can be used to address customer inquiries as a result of the September 15 media event that announces the Postal Service's intent to conduct an Area Mail Processing (AMP) study of mail processing facilities. We anticipate our employees will be receiving several questions as a result of the announcement. We must provide them the tools they need to address customers concerns and ensure they are providing consistent and accurate responses. Please share these materials with all employees within your functional responsibility who may respond to customer inquiries regarding the AMP study announcement.

Susan M. LaChance